

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Atty. Dock. No: 00398; AT1-112

<b>Inventor:</b>	Samuel N. ZELLNER	<b>Examiner:</b>	Arthur D. DURAN
<b>Serial No.:</b>	09/740,375	<b>Confirmation No.</b>	4937
<b>Filed:</b>	12/19/2000	<b>Group Art Unit:</b>	3682
<b>Title:</b>	IDENTITY BLOCKING SERVICE FROM A WEB ADVERTISER		

**MAIL STOP RCE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**AMENDMENT**

Sir:

In reply to the Office Action mailed April 4, 2011 (the "Office Action"), in which a three (3) month period for reply is July 5, 2011 (July 4, 2011 being a holiday), please amend the application as follows and consider the following remarks:

Please amend claim 21 as follows.